

## 10. IMPLEMENTATION STRATEGY MATRIX



### Overview

This chapter identifies a series of initiatives, programs, or funding sources that can support implementation of the Kennedy Street plan's recommendations. Building the next level of improvement along the corridor involves multiple aspects of physical and non-physical improvements, coordination and cooperation among public and private entities, harnessing a variety of financial resources, and the continued participation of the community. It is only with the well-organized and determined actions of each member of the Kennedy Street community that the plan's expressed ambitions and goals can be realized.

The implementation matrix that follows organizes the various recommendations, and their implementation, according to the major themes that emerged during the planning process. Each initiative is presented with its recommended timeframe, possible source of financing, and an indication of the implementing agency or other entity.

Regarding the suggested timeframes, "Short Term" refers either to projects already underway or those that could be put into place by the appro-

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appropriate City agencies or the private sector under existing operating budgets. “Mid Term” refers to a two-to-five-year implementation calendar. This group consists of projects that might require engineering or other design work and/or inclusion in the City’s capital budget. It should be underscored that these projects are competing with others for funding; as a result, community support will continue to be essential if Kennedy Street is to achieve its goals.

As was noted throughout the planning process, and reinforced by one of the plan’s major themes, the creation of a Kennedy Street Task Force or similar entity is in many ways at the heart and soul of this plan.



*Councilmember Muriel Bowser convenes the final public meeting to discuss the plan’s recommendations.*

AGENCY ACRONYMS	
<b>DCRA</b>	Department of Consumer and Regulatory Affairs
<b>DDOT</b>	District Department of Transportation
<b>DDOT-UFA</b>	DDOT’s Urban Forestry Administration
<b>DMPED</b>	Deputy Mayor of Planning and Economic Development
<b>DOES</b>	Department of Employment Services
<b>DPW</b>	Department of Public Works
<b>DSLBD</b>	Department of Small and Local Business Development
<b>DYRS</b>	Department of Youth Rehabilitation Services
<b>MOCRS</b>	Mayors Office of Community Relations and Services
<b>NPS</b>	National Park Service
<b>OP</b>	Office of Planning
<b>WDCEP</b>	Washington DC Economic Partnership
<b>CAH</b>	Committee on Arts and Humanities
<b>MPD</b>	Metropolitan Police Department

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### POLICY RECOMMENDATIONS

Goals by Category	Recommendations	Lead Implementer (Agency/Group)	Additional Agency/Group	Funding Source/Program	Public Funding Required?	Implementing Time-frame	Priority
<b>CLEAN AND SAFE</b>							
<b>Ensure a clean and safe environment to live work and play</b>	1. Conduct frequent operation “fix it” activities that partner with city agencies, law enforcement, social service, and other organization to monitor and respond to cleanliness, public safety problems, code enforcement, and compliance issues.	MOCR	DCRA, MPD, DPW, DDOT, Kennedy Street Task Force	Operation “Fix It” and “Fight Backs”	No	Short term	HIGH
	2. Support programs and services offered by non profit organizations to address at-risk youth in the neighborhood through job training, increased awareness and education.	Not for profit community organizations	DMPED , DOES, DYRS	Neighborhood Investment Fund; other Children and Youth Government Funding	Yes	Short-Mid term	HIGH
	3. Work with MPD to improve police presence by examining the feasibility of co-locating a police satellite office at the Senior Wellness Center.	MPD	Kennedy Street Task Force, Community Organization	District’s Capital Improvement Program (CIP) Budget	Yes	Short term	HIGH
<b>TRANSPORTATION AND PUBLIC REALM</b>							
<b>Create a walkable, safe public realm that encourages mobility and connectivity</b>	1. Conduct a formal safety audit of all major intersections along the corridor to ensure pedestrian safety.	DDOT		District’s Capital Improvement Program (CIP) Budget	Yes	Mid term	HIGH

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Goals by Category	Recommendations	Lead Implementer (Agency/Group)	Additional Agency/Group	Funding Source/Program	Public Funding Required?	Implementing Time-frame	Priority
TRANSPORTATION AND PUBLIC REALM (continued)							
	2. Encourage continuous line of street trees through the preservation of mature trees and by planting new ones	DDOT-UFA	Kennedy Street Task Force, Community Organization	Neighborhood Investment Fund, (Potential) DC Main Street Program	Yes	Ongoing	HIGH
	3. Secure funding and provide additional street furniture as needed such as planters, trash cans, bus shelters, and benches	DDOT	Kennedy Street Task Force, Community Organization	Transportation Enhancement Fund, Neighborhood Investment Fund,	Yes	Mid term	HIGH
	4. Assess opportunities to increase on-street parking via new striping, adjusting no parking signs, or shared parking to increase capacity for retailers per corridor analysis	DDOT		District's Capital Improvement Program (CIP) Budget	Yes	Mid term	HIGH
	5. Complete new parking and signalization studies for the corridor	DDOT	DPW	Parking Study	Yes	Mid term	MODERATE
	6. Create new public park at the intersection of Missouri and Kansas to serve as community gathering space and pedestrian buffer	NPS, DPR, DDOT	NPS, DPR, DDOT	Open Space Initiative	Yes	long-term	MODERATE
	7. Seek opportunities to connect Kennedy Street as part of the network of bicycle routes	DDOT	OP	Brightwood Transportation Study	Yes	Mid term	MODERATE

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Goals by Category	Recommendations	Lead Implementer (Agency/ Group)	Additional Agency/Group	Funding Source/ Program	Public Funding Required?	Implementing Time-frame	Priority
	8. Promote partnerships among business owners, residents, and appropriate government agencies to straighten utility poles; pursue funding for creative public art to decorate the poles.	Pepco, CAH	DDOT - UFA, Community Organizations	UFA's Green Initiative, Emory Beacon of Light's Clean Initiative, Neighborhood Investment Fund	Yes	Mid term	LOW
<b>ECONOMIC DEVELOPMENT &amp; HOUSING</b>							
<b>Encourage new mixed-income, mixed-use development, while providing opportunities for existing residents and businesses</b>	1. Support non-profit and faith-based organizations to co-locate or cluster services and programs (such as business incubator), around commercial nodes, to provide additional technical and financial resources to existing businesses. Also encourage entrepreneurship and the development of new businesses	Business, Community, and not for profit Associations	DSLBD, DMPED	Neighborhood Investment Fund (NIF) Grants & Loans	Yes	Short term	HIGH
	2. Encourage entrepreneurship and the development of new businesses with existing residents.	Business, Community, and not for profit Associations	DSLBD, DMPED	Neighborhood Investment Fund (NIF) Grants & Loans	Yes	Short term	HIGH
	3. Develop materials to market Kennedy Street and to attract neighborhood-serving retailers such as a grocery, hardware, cleaners, coffee shop, sit-down restaurants	WDCEP	DSLBD, OP, Business Associations	Market fact sheets from WDCEP	No	Ongoing	HIGH

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Goals by Category	Recommendations	Lead Implementer (Agency/Group)	Additional Agency/Group	Funding Source/Program	Public Funding Required?	Implementing Time-frame	Priority
<b>ECONOMIC DEVELOPMENT &amp; HOUSING (continued)</b>							
	4. Focus new mixed use development around key nodes (Kennedy and Georgia, 5th and Georgia, Missouri/Kansas and North Capitol targeting predevelopment and acquisition resources or utilizing economic development incentives.	DMPED	DHCD	Site Acquisition Funding Initiative, Neighborhood Investment Fund, New Market Tax Credits, CDBG, Revenue Bonds, etc.	Yes	Short-mid term	HIGH
	5. Identify resources for a business façade improvement and technical assistance program for merchandising and business development and market to existing businesses along the corridor	DSLBD	Business Associations, Future KS Business Incubator	Neighborhood Investment Fund, DSLBD Grants & Loans, Small Business Administration Loans	Yes	Short-Mid term	HIGH
	6. Actively promote existing programs designed to support senior citizen and lower income homeowners retain their homes; conduct kick off community information fair to promote programs.	OP, MCORS	DHCD, DCHA, Local non profits, faith-based institutions, and foundations	Local non profits, faith-based institutions, and foundations	Yes	n/a	HIGH
	7. Pursue legislation to amend NIF Brightwood Target Area boundaries to include the entire Kennedy Street corridor to North Capitol Street.	DMPED	OP	None	No	Short Term	HIGH

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Goals by Category	Recommendations	Lead Implementer (Agency/Group)	Additional Agency/Group	Funding Source/Program	Public Funding Required?	Implementing Time-frame	Priority
<b>COLLABORATION AND PARTNERING</b>							
<b>Empower residents to support the implementation of this Plan.</b>	1. Create a kennedy st task force to partner with community stakeholders and the District in the implementation of the plan.	OP	Community Associationis	District's Capital Improvement Program (CIP) Budget	Yes	Short-Mid term	HIGH
	2. Support the establishment of new or expanded non-profit organizations in the community that can apply for District, Federal, and Institutional assistance needed to accomplish the vision of the plan	OP	Existing or New Community Group, ANCs	District's Capital Improvement Program (CIP) Budget	Yes	Mid term	HIGH
	3. Establish In-kind programatic and maintenance support from existing institutions (roots, Senior Wellness, Mary Center, Phi Beta Sigma, Churches)	Community Organization	Community Associations, DCOP, Local schools and institutions, non-profits, ANCs	Neighborhood Investment Fund (NIF) Grants & Loans	Yes	short-mid term	HIGH
	4. Organize festivals, with dollar and in-kind support of local businesses/ institutions to kick plan recommendations off.	Community Organization	Neighborhood Associations, Local schools and institutions, non-profits, ANCs	Neighborhood Investment Fund (NIF) Grants & Loans	Yes	short-mid term	MOD-ERATE

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